

The Nisha Group

Manisha Roberts-Hooks, an African-American single mother of three children, is the owner of The Nisha Group located in Glendale. The Nisha Group was started in 2004 and is the successor of Nisha's Janitorial Services that provides cleaning services as well as general maintenance care and post-construction cleaning for commercial buildings in southeastern Wisconsin.

Manisha worked at WE Energies for thirty years before retiring in 2004 to start The Nisha Group. While working full-time at WE Energies, she was involved in numerous entrepreneurial pursuits to earn extra income to support her family. One of the pursuits was the purchase of a Coverall Wisconsin Janitorial franchise. As a Coverall franchisee, Manisha gained janitorial trade skills and the necessary skills to compete in the commercial cleaning industry. During this time, Manisha also pursued her formal academic training receiving an Associates Degree in Supervisory Management, earning a Bachelor of Arts in Business Management and obtaining a Private Detective Agency License.

In 2001, Ms. Roberts-Hooks recognized that the profitability of her janitorial business was restrained by the numerous fees she paid for material, janitorial contracts and the use of the Coverall name. She branched out on her own with the establishment of Nisha Janitorial Service and successfully assumed full responsibility for both front and back office operations and, in one year, significantly increased her gross revenue and profitability. Manisha has obtained various certifications that include Milwaukee County Disadvantaged Business Enterprise (DBE), State of Wisconsin Department of Commerce Minority Business Enterprises (MBE), Milwaukee Public Schools, Neighborhood Schools Initiative, Women's Business Enterprise (WBE), City of Milwaukee Emerging Business Enterprise (EBE) and the U.S. Small Business Administration 8(a) Certification.

All the above has led to the expansion of The Nisha Group from a basic cleaning service to a full-service building maintenance firm that includes asbestos removal, lead abatement, building security and light repair. The business now has a total of twenty-five employees, half of them part-time. Part of the expansion plan is to have thirty full-time employees by this summer.

The Nisha Group is a member of The Wisconsin Supplier Development Council and on the Board of the National Association of Minority Contractors – Wisconsin chapter. The Nisha Group currently has contracts with Milwaukee County, The Medical College of Milwaukee, Roeshen's Omni Care, Brass Light Gallery Amerihart, The City of Milwaukee, General Services Administration, KM development (Pabst Brewery Project).

Nisha is currently seeking contracts with Summer Fest, the Milwaukee World Festivals, The State of Wisconsin, Miller Park, Marquette University, UWM, Rockwell Automation, VA Hospital and State Fair Park.

Ms. Roberts-Hooks is an ambitious entrepreneur that is determined to capitalize on the janitorial construction and commodities markets. Manisha is a true entrepreneur in the purest sense that embodies the "can do" attitude that produces successful businesses. SBA is proud to be of assistance to Manisha and The Nisha Group as they move forward on the road to success.